

To: Davis, Tim[Davis.Tim@epa.gov]
From: Dew, Wendy
Sent: Tue 8/11/2015 4:58:12 PM
Subject: RE: CO spill/social media

Let me know if I can help in any way...

Wendy Dew

Outreach and Education Coordinator

U.S. Environmental Protection Agency

Region 8 (CO, ND, SD, MT, UT, WY)

1595 Wynkoop Street, 8OC

Denver CO 80202-1129

dew.wendy@epa.gov

303-312-6605 office

From: Davis, Tim
Sent: Tuesday, August 11, 2015 10:57 AM
To: Dew, Wendy
Subject: FW: CO spill/social media

I meant to say “hid” rather than deleted—oops! But here was Jess’s response. I trust her ability to take care of the R8 Facebook site; I know that I unfortunately can’t worry about it right now amongst all the headless chicken stuff going on! ☺

From: Orquina, Jessica
Sent: Tuesday, August 11, 2015 10:50 AM
To: Davis, Tim
Subject: RE: CO spill/social media

Hi Tim,

I understand. We actually didn't take the post down – we just hid it. People can still find it by search & it may still show up in people's newsfeeds. We just wanted to reduce the traffic to the sites until we can get the new site up.

As soon as the new site is live, I'll be posting it to the main FB & Twitter accounts. Then we'll want to RT & share those posts on the R6, R8, & R9 FB & Twitter, as well as the OW accounts. Since it's now a national/multi-regional response the post should come from the main accounts & then be shared from there. I'll let the rest of the community of practice know they can RT/share too if they want or are seeing comments/questions.

Jess

Jessica Ann Orquina

EPA Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369

From: Davis, Tim

Sent: Tuesday, August 11, 2015 12:45 PM

To: Orquina, Jessica

Subject: RE: CO spill/social media

Hi Jess!

Some folks here are concerned that we took down both website links to Gold King Mine from the R8 Facebook page. We're afraid that it might look bad in the media or to the public.

But I'll let you be the judge on all this; I'm just a reporter and pawn! ☺

Also, I'm desperately hoping to get the official OK to make <http://www.epa.gov/goldkingmine> go live. Hopefully it will happen in a few minutes. And then maybe we could link to that site from the R8 Facebook page? And possibly the R6 and R9 FB pages?

Thanks!

--Tim

From: Orquina, Jessica
Sent: Tuesday, August 11, 2015 10:42 AM
To: Social Media CoP
Subject: CO spill/social media

Good afternoon,

As you probably know, we have an active response going on now in R6, R8, and R9. I know a lot of people are looking for information and we all want to be helpful.

Please hold on posting any social media related to this incident. We are in the process of working on messages that will be posted to the main Facebook and Twitter accounts. Once the posts are

up on the main accounts, they can be retweeted or shared without adding any share or quote text.

Thanks! Jess

Jessica Ann Orquina

EPA Social Media Lead

Office of Web Communications

U.S. Environmental Protection Agency

Email: orquina.jessica@epa.gov

Office: 202-564-0446

Mobile: 202-322-8369